ABSTRACTS

1. AFRICAN AMERICANS, PAYDAY LENDERS, AND THE FORECLOSURE CRISIS IN MISSISSIPPI

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ABSTRACT

This study analyzes the determinants of county level mortgage foreclosure start rates in the state of Mississippi in order to determine if higher concentrations of underrepresented minority residents and payday lending establishments increase county foreclosure start rates. The results of an ordered logit regression suggest that counties with higher percentages of underrepresented minority residents are likely to have higher foreclosure start rates. However, marriage rates and educational attainment also play a significant role. The results also indicate that a higher exposure to payday lending establishments does not have a significant effect on foreclosure start rates.

Keywords: mortgage, minority, payday

2. FIRM CHARACTERISTICS, BRIBES, AND THE BURDEN OF REGULATION IN DEVELOPING COUNTRIES.

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ABSTRACT

This study looks at how regulation affects different firms, using a large cross-country database of formal firms in developing countries. We find regulation affects different firms to different degrees. First, despite assertions that regulation is more burdensome for small firms, the opposite seems to be true; managers of large and established firms complain more about regulation than managers of small and young firms do. Second, most types of regulation appear to affect exporters more than non-exporters. This suggests that bureaucrats might target successful firms able to enter export markets for greater scrutiny. Finally, we do not find any evidence that firms can easily avoid the burden of regulation by paying bribes. This remains true even after we control for the possibility of reverse causation. One possible explanation for this might be that corrupt bureaucrat target firms known to pay bribes.

Keywords: Corruption; Regulation; Investment Climate; Bribes.

3. FACEBOOK ATTITUDES AND USAGE: COMPARING ACCOUNTING AND MIS STUDENTS

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ABSTRACT

From its origins in 2004, Facebook has grown to become one of the world’s leading social networking sites. It is pervasive in students’ lives and can impact their academic careers in a variety of ways. However, little research exists evaluating the potential use of Facebook as a learning resource in an academic setting. An early step in this direction is to gain an understanding of how different student groups use Facebook. This study contributes to the process by examining the use of and attitudes toward Facebook of two groups of students—Accounting and MIS (Management Information Systems) majors. The findings indicate that compared to Accounting majors, MIS majors are more
likely to use Facebook to communicate with other students about a course and to communicate with professors.

**Keywords:** Accounting, Attitudes, HBCU Students, Facebook, Computer-aided Instruction, MIS, Social Networks, Instructional Technologies

### 4. AN EFFECTIVE ANALYSIS OF PREFERENCES AND ATTITUDES OF FMCG CONSUMERS

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**ABSTRACT:**

With the improving technology day by day there has been increasing expectation in consumers mind for different FMCG products and improved alternatives for the existing one. The present study seeks to identify the preference and attitude of 1000 respondents of FMCG costumers. The relevant data of the socio economic profile, the factors influencing to use FMCG products, the customers satisfaction level were collected with the help of structured questionnaire. Majority of the respondents were male belonging to the age group of 25 to 35 and most of them living in rural area from service class having income below 5 lakhs INR with an educational level of graduation. Most of the statistics were found significant which were obtained through regression analysis, Method of exponential Smoothing and ANOVA.

**Keywords:** FMCG, Uncertainty, Decision Making, preferences, attitudes

### 5. APPLICATION OF RESULTS-ONLY WORK ENVIRONMENT TO PROFESSIONAL SERVICE FIRMS

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**ABSTRACT:**

Results-only Work Environment (ROWE), pioneered at Best Buy by Ressler and Thompson in 2003 and since adopted by a growing number of organizations, presents an option for developing competitive advantages to organizations ranging from the private to public sectors and in large as well as small organizational settings. In the context of growing consciousness of negative consequences of time as a performance metric, this article discusses that managers should manage results and not people, looks into the pros and cons of ROWE, identifies the challenges of trust, accountability, understanding of job requirements, and a clear understanding of expectations, and emphasizes the need to keep a clear focus and the discipline necessary to make sure that the primary risks are avoided, when applying ROWE to a professional service firm.

**Keywords:** Results-only Work Environment (ROWE), Time and cost analysis, ROWE Implementation Risks, Mitigation, Culture inhibited by distance, Professional Service Firm (PSF)

### 6. COST ESTIMATES AND STANDARD COSTING SYSTEMS

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**ABSTRACT**

Cost estimates are inherently difficult. It is especially so in high-tech industries where overhead manufacturing costs are significant. In the past, standard costing approach has been called upon to
address issues related to overhead. However, its applicability to high-tech industries becomes questionable as rapidly-changing environment easily distorts the “standards” used to record the product costs. This research tries to identify factors that influence the performance of the standard costing system (such as capacity utilization, product mix, productivity, and yield) and their interactions in order to provide normative guidelines as to how best the standard costing system can be adapted and upgraded. Analytical modeling and numerical examples are utilized to further the research effort.

**Keywords:** Overhead; High-Tech Industries; Standard Costing System; Modeling

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7. **TOWARD AN INTEGRATED FRAMEWORK FOR ASSESSING WEBSITE PERFORMANCE: DEPENDING ON PRESENCE OF VIRTUAL COMMUNITY**

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Sang-Myung Lee, Hanyang University, Seoul, KOREA  
Segu Oh, Chungnam National University, Daejon, KOREA

**ABSTRACT**

As the Internet establishes and reinforces connections between people, the virtual community is becoming a feasible business model. We believe that both customers and the vendors organizing the virtual community benefit from it. Despite the explosive growth of virtual communities on the Internet, empirical research has focused on studying the issues related to characteristics of the virtual community. The objective of this study is to enhance understanding about virtual communities as an e-business model that integrates interactivity of virtual community and quality of web systems and to empirically validate their effect on the performance of websites. This study intends to answer the following questions: 1) How does website quality affect website performance?, 2) Does interactivity in virtual community affect performance of website?, 3) How do online vendors successfully manage their virtual communities as a business model?

**Keywords:** Virtual Community, E-business, Interactivity, System Quality, Service Quality.

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8. **BRAND IMAGE OF USERS AND FANS**

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**ABSTRACT**

EVE Online is a massively multiplayer online game (MMO) published by the Icelandic game developer, CCP. The current study aims to measure EVE Online’s brand image among two different groups: 1) users and 2) non-users who claim to be fans of the brand. Studies by Ehrenberg and colleagues have shown a systematic and predictable relationship between usage levels of brands and their image. Brands with larger market-shares (more users) tend to elicit more favorable responses from consumers. Here, this relationship was studied on a single-brand level. One hypothesis was tested. It stated that non-users who claim to be fans have a more positive image of the brand than current users. The hypothesis was not supported by the data. This would seem to suggest that even if a sub-set of consumers who claim to be passionate about a brand exists, usage levels will still be a more reliable predictor of its image.

**Keywords:** EVE Online; MMOs; Brand image; Brand usage; Fans
9. AN INVESTIGATION OF ACADEMIC AND WORKPLACE DISHONESTY

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ABSTRACT

Academic and workplace dishonesty receive considerable attention in American culture. Although difficult to correlate, the suggestion of an academic and workplace dishonesty relationship has materialized. "Recent widespread corporate scandals have marred the credibility of today's business leaders - our former students - causing business schools, professors, and the public to question the business school's role in these serious ethical lapses" (Beatty, 2004). To investigate this topic firsthand, a survey was conducted by this author using a convenient sample of students from a small northeastern liberal arts college. This survey provides insight into the academic and workplace dishonesty topic (Mc Hugh, Sr., 2010). This article offered the study's finding and a discussion of the relevant academic and workplace literature.

Key Words: Academic Dishonesty, Workplace Dishonesty, Business Ethics, Social Responsibility

10. ECONOMETRIC MODEL ANALYSIS OF MONEY DEMAND STABILITY IN FIVE MAJOR ASEAN DEVELOPING COUNTRIES (ASEAN-5)

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Prawpailin Janposri, Mahasarakham University, Mahasarakham, Thailand.

ABSTRACT

The objective of this research is to investigate the stability of money demand function in the ASEAN 5 countries, including Thailand, Singapore, Malaysia, Philippines, and Indonesia. The major research question of the research is that whether there exist a stable long run and short run equilibrium relationship between real money and its determinants in the ASEAN 5 and whether the money demand functions are stable. The results indicate that there exists a long run equilibrium relationship between real money demand (M2) and its determinants: real income, exchange rates, and external interest rates in the ASEAN 5 countries. In addition, the CUSUM plot indicates that the money demand functions in the ASEAN5 are appeared to be stable.

Keywords: ASEAN countries, Money Demand, Stability, Unit Root, CUSUM

11. FINANCING COSTS: DOES THE DEGREE OF INTERNATIONALIZATION MATTER?

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Yuecheng Jia, Oklahoma State University, Stillwater, Oklahoma, USA
Litao Zhong, Indiana University East, Richmond, Indiana, USA

ABSTRACT

Using firm-level panel data this paper examines whether degree of internationalization (DOI) matters for cost of financing for U.S. firms. The results suggest that there is a U-shaped relationship between cost of capital and DOI: at the early stage of internationalization, the cost of capital decreases with internationalization. When the degree of internationalization reaches a certain point, however, cost of capital will start increasing with internationalization. Our study also demonstrates that the U-shaped relationship also holds for cost of equity and cost of debt. This may be a reflection that stock investors and creditors don’t always value more internationalization. Investors perceive an optimal firm DOI.

Keywords: Internationalization; Cost of capital; Cost of equity; Cost of debt
12. MIXED COUNTRIES METHOD: A NOTE ON CORRUPTION, DEMOCRACY, AND ECONOMIC DEVELOPMENT

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Raed El-Khalil, Lebanese American University

ABSTRACT

The purpose of this study is to investigate the impact of corruption and democracy on economic development in economies with different democracies. Ordinary least squares (OLS) method is performed using unbalanced panel data for 146 countries over the period 1984 till 2009. Using mixed countries method, this study contributes to the literature by examining the relationship between corruption and democracy with the economic development in terms of the degree (the intensity) of democratic accountability and corruption one at a time. The results show that corruption has a negative impact on economic growth in democratic countries, and it weakens the economies where governmental institutions are effective and moreover it has no significant effect on less democratic countries and on economies where governmental institutions are not effective.

Keywords: Democracy, Corruption, Economic growth, mixed countries risk.

13. MEANINGS OF COLOR AND PRODUCT COLOR CHOICE FOR DIFFERENT GENDERS AND ETHNIC GROUPS: A CASE OF USA TEENAGERS

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ABSTRACT

The focus of this paper is to analyze the meanings of color and the variety of product color choices of different genders and ethnic teenagers who use the products on a daily basis in the USA. In this research paper, data was collected in two high schools and the majority of respondents were 16-18 years old. The author will do a literature review and analyze the collected data for implications for the marketing field. The results and conclusion will then be presented.

Keywords: Marketing, Consumer Behavior, Teenagers; Meanings of Color, Product Color Choice

14. INTERNET PENETRATION, ECONOMIC GROWTH, AND INCOME LEVEL

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ABSTRACT

Advances in Internet access are impressive. This paper investigates the impact of Internet use on economic growth related to income level of countries. The data are drawn from World Bank in a panel of 151 countries from 1999 to 2012. We employ ordinary least square methods as well as instrumental variable approaches and simultaneous equations to address the endogeneity and omitted variable issue of Internet use. Most empirical results reveal a positive and significant role of Internet penetration in economic growth. This suggests that Internet provides a way to help economic development. In addition, the marginal effect of Internet on economic growth varies with a country’s income level. Our results are robust to the inclusion of time and country fixed effects.

Keywords: Internet, Economic Growth, Income Level
15. AN ANALYSIS OF THE LEARNING OBJECTIVES OF “WRITTEN COMMUNICATION” USING RUBRICS: A PRELIMINARY REVIEW OF THE MACROECONOMIC THEORY I COURSE

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ABSTRACT

This paper discusses one of the peculiarities of information collected by rubrics, i.e. the qualitative nature of the categorical variables gathered. The qualitative nature of this data does not allow using conventional univariate statistical techniques such as, for example, calculating means and variances, or multivariate statistical techniques such as correlation or regression analysis. To address this issue, we turned to latent variable models and item response theory (e.g. a Rasch-family model). We apply this methodology to asses the “Written Communication “ learning goal in a Macroeconomic Theory course.

Keywords: Rubrics learning goal assessment, Item response theory, Rasch model,

16. USING INTRINSIC PARAMETERS TO EVALUATE MUTUAL FUNDS

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George Tsetsekos, Drexel University, Philadelphia, PA

ABSTRACT

This study illustrates the use of data envelopment analysis to benchmark mutual funds on the basis of risk-adjusted performance, load, 12b-1 plan, and expense ratios. Using the DEA methodology, we calculate an efficiency score for 189 funds on a scale of 1 to 100 by maximizing twelve month total return and minimizing beta, standard deviation, load, 12b-1 charges, and expense ratios. This study benchmarks a mutual fund on the basis of risk-adjusted performance, load, 12b-1 plan, and expense ratio so that investor can select best performing funds on a broader basis rather than just the performance. Furthermore, the study shows the areas in which inefficient mutual funds are lagging behind and how they can improve their performance to bring them at par with other efficient mutual funds.

Keywords: parameters, evaluation, mutual fund

17. IMPACT OF SERVICE EMPLOYEES’ NONVERBAL CUES ON CUSTOMER EVALUATIONS OF SERVICE ENCOUNTERS

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ABSTRACT

Nonverbal components play a key role in shaping overall evaluation of interpersonal communication. Given that service encounters include significant amount of interpersonal communication, it is important to explore the impact of nonverbal cues in service encounters. This study results suggest that nonverbal cues such as smiling, eye contact, head nodding, and hand shaking are powerful in shaping customers evaluation of the service provider. Smiling and eye contact are effective in shaping customers’ perceptions of friendliness, trustworthiness, and warmth. In service failure situations, display of smiling, eye contact, and head nodding, in comparison to no display of smiling, eye contact, and nodding, leads to improved customers’ evaluations.

Keywords: Nonverbal communication, services management, and customer evaluations
18. THE INFLUENCE OF SHOPPING PARTNERS ON SHOPPERS’ JOINT-SHOPPING EXPERIENCE

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ABSTRACT

This study explores when individuals shop with their partners how the shopping behaviors of partners and retail elements influence the shoppers’ experiences in couples’ shopping context. This study conceptually defined shopping behaviors of partners as a two-dimensional construct which consists of assisting behavior and hindering behavior and shoppers’ shopping value as a three-dimensional construct – hedonic, utilitarian, and social shopping value to explore various aspects of shoppers’ shopping experiences during a joint-shopping trip. This study develops a conceptual model of shoppers’ joint-shopping experience and finds that shopping partners and retail elements influence shoppers’ shopping experiences directly and indirectly through shopping values and the social aspect of shopping is important to individuals who shop with their partners. The final sections address a discussion of the findings, limitations and future research directions.

Keywords: Shopping Companions, Assisting shopping behavior, Hindering Behavior, Shopping values, Joint-shopping, Retail mix/elements